

## MANY WONDERS WORKED BY AUTOS IN COMMERCE

Questionnaires From Owners Show  
57 Per Cent Increase in  
Business Efficiency.

VIRGINIA SUBMITS FIGURES

Farmers Own 2,307,000 Machines,  
Showing Increased Productivity  
as Result—Auto Has Built Up  
Suburban Sections.

More than 6,500,000 men added 57% to their productive efficiency during the past year. More than 2,300,000 families have found it possible to live in the suburbs or otherwise improve their home surroundings. A working force equivalent to 1,600,000 laborers is being applied to farming. Such is the creative effectiveness of the passenger car, according to figures reported to thousands of cards sent to car owners.

The questionnaire, conducted by the National Automobile Chamber of Commerce, went to automobile license holders taken at random from the registration lists of ten widely diverse states: California, Iowa, Massachusetts, Minnesota, Nebraska, New York, Ohio, Texas, Virginia and Wyoming. The cards also asked the owner's occupation, the annual mileage, the amount of mileage used for business and for recreation, the amount used to supplement or in lieu of trolley or rail connection. It asked to what extent the passenger car increased the owner's business, and whether it affected his housing problem or living conditions. The present figures are compiled from answers to the first 10,000 cards of this survey which are being further extended until information on the uses of cars by all classes of owners is fully determined.

**50 Per Cent of Cars for Business.** Ninety per cent of the owners reported that they used their cars more for business than for recreation. The average increased efficiency of the car owner is 57 per cent. A number report but small gain in productivity, but this is heavily overbalanced by the testimony of the farmers who have added nearly 70 per cent to their income, and by the doctors and salesmen whose business is doubled, tripled and in some cases quadrupled through use of the car.

The use of the passenger car, accordingly, has meant a net gain to industry of 2,000,000 men. There are more than 7,000,000 automobile owners in the country, each increasing his efficiency 57 per cent through the use of the car, making an addition to the business productivity of the country in excess of 2,000,000 workers. As there are between 800,000 and 900,000 men manufacturing and selling passenger cars, parts and accessories, there remains a net gain of more than 2,000,000 men. If we were to add the productive efficiency of the 750,000 motor trucks now in use, a still greater gain would be shown.

The largest gain in productivity has been in farm life. There are 2,307,000 farmers owning cars. The answers from farmers reported a 65 per cent increase in productivity of the owner or an addition equivalent to 1,600,000 hired men.

**Big Relief in Housing.** Norman Apple in "The Great Illusion" predicted that war would be impossible because it would mean national annihilation. But he did not take into account the infinite ingenuity of man. In America the passenger automobile has been the great factor in solving reconstruction problems. The cessation of building during the war has meant overcrowded conditions everywhere. But 47 per cent of the car owners, 2,300,000 families, are finding the automobile a help in this situation, enabling them to live in the suburbs and otherwise improving their living conditions.

The railroad and trolley lines which have been handicapped by war conditions are being relieved and supplemented by automobiles. Sixty-two per cent of the car owners report that they use their motor vehicles instead

of traveling by rail or electric line. Over one-third of the total automobile mileage is used in this way.

**Every Walk of Life Aided.** The passenger car has brought increased efficiency in every walk of life. The heaviest users are farmers with physicians and salesmen next in line. Contractors, real estate dealers, and insurance men find cars especially useful. Manufacturers and merchants are among the larger classes of automobile owners.

Among the other classes who answered the questionnaire were: bankers, carpenters, mechanics, architects, barbers, teachers, clergymen, wholesalers, artists, undertakers, mail carriers, builders, plumbers, credit men, public accountants, government officials, tobacco brokers, lawyers, hotel men, theatrical men, oil men, superintendents of docks, musicians, miners, railroad executives and others.

**Bankers Find Car a Utility.** Forty per cent of the bankers who replied to the question card found the car a help in their business. A Minnesota banker reports that the car has multiplied his business efficiency "ten times." Another writes: "Car use, even on pleasure trips, gives a banker much better understanding of his customers, particularly live stock customers. A third writes: 'I cannot do without it.'"

In addition to the business use of the car comes much testimony that the owner has had much more opportunity for education, cultural

things, and healthful recreation through his automobile. One farmer writes: "If it was not for the car we could not have any social life to speak of." Another says: "Enables me to live nearer seller, schools, surroundings and still do 50 per cent more business. Couldn't get along without a car." And a third reports: "I can live in the country with all the advantages of living in town."

## EVOLUTION OF MOVER OF MATERIALS FASCINATING

Transportation Development Since 1620 Reached Highest Peak in Automobile and Airplane.

The story of the development of transportation since 1620 is a fascinating story. In that year, the Mayflower sailed across the Atlantic in sixty-six days; the pony express in 1861 carried Lincoln's inaugural address from St. Joseph, Mo., to Sacramento, 1,980 miles, in seven days and seventeen hours. The Union Pacific joined the Central Pacific at Promontory Point in May, 1869. Hawker crossed the Atlantic by airplane in 1919 in less than a day, and the big dirigible R-34 made the trip from England to America in the same year

in approximately seventy-six hours. Motor trucks first engaged in overland hauling between Akron and Boston, and between New York and San Francisco in the year 1916 and 1917.

## GOODYEAR OFFICIAL WITH COMPANY FOR 20 YEARS

P. W. Litchfield, Vice-President, Presented With Gold Pin as Slight Recognition. P. W. Litchfield, vice-president and factory manager of the Goodyear Tire and Rubber Company, recently com-

pleted twenty years of service with the company and was presented with the gold service pin given to all Goodyearites at the expiration of that period of service. The company's service pin association was founded by Mr. Litchfield, who conceived the idea of awarding

beautiful emblems for service ranging from five to twenty years. Five years ago he gave \$100,000 to the association, which has been used to help build homes for the members. About \$50,000 is saved annually by them on the purchase of necessities at lower prices than can be obtained from merchants.

It being impossible to thank each one individually, we use this means to express our appreciation for the many courtesies extended us during our recent catastrophe.

## Southern Auto Repair Co.

Temporary Location:  
210 N. Madison  
Bet. Broad & Grace Sts.

## B. A. BLENNER

PIONEER AUTOMOTIVE DEALER.

Distributor for

## Chandler and Cleveland Cars

Immediate Delivery on Chandler Coupe and Cleveland Sedan.

A few more Used Chandler Cars, with regular Chandler service, for sale at exceptional low prices and on reasonable terms.

Salesroom—2047 West Broad Street.

Phone Boulevard 74.

The Holladay Co.'s Weekly "Smilegram."

## Dodge and Ford Owners Are Simply Fighting for the S. & S.

They're virtually eating them up.

We've put them on everything, from a Ford to a Cadillac—and they work like a charm!

Like riding in a Pullman. How about a set of S. & S. on your car?

## THE HOLLADAY CO.

The Blue Front—Look for It—629 East Main.  
When in Trouble Phone Madison 2247. That's Us.

The Smiling 4:

Walter Holladay  
Percy Holladay  
P. Clayton Holladay  
John W. Huffman

## In 4 Trips Across America Essex 4 Times Breaks Record

Carrying U. S. Mail Between San Francisco and New York It Sets a Mark for Consistency of Performance and Reliability Never Equaled by Any Traveling Machine

The first test of an automobile carrying U. S. mail across the American continent was made with the light weight, moderate-priced Essex.

And it resulted in establishing the Essex as holder of the transcontinental record both ways.

The performance—while of momentous importance in the world of speed and automobile sportsmanship—is of greater value to the motorist. For it removes all doubt about the reliability of light weight in the most difficult and hardest road service.

### Records Prove What Owners Know

Ocean to ocean automobile travel has not become so common as not to be of interest to all motorists regardless of the time required in making the trip.

Hundreds of cars have sought to set new time records between San Francisco and New York. But it has not been an easy accomplishment. The records broken by Essex had stood for four years.

It is not speed so much as absolute reliability that counts in such a test.

The car must keep going. No time can be allowed for delays. Roadside adjustments would make such a performance impossible.

And it is because the Essex held to the task its drivers set and met every road situation with equal efficiency that it today holds a mark never equalled by a traveling machine.

Your demands cannot equal those made in the transcontinental trip. But you require equal reliance of your car, whatever the service imposed.

You also have no time to give for

repairs and adjustments when you have need for your car.

You want to know that no road condition will impose a halt on your motor trip. And Essex has in the consistency of its performance obtained a distinction not shared even by the costliest cars.

### Doesn't It Prove What You Want?

Light weight has meant economy of operation in fuel and oil. It has not particularly meant reliability, economy of maintenance, performance or comfort.

But Essex reveals how those costly car qualities are a part also of its advantages.

You have the praise of close to 45,000 owners to guide you to the Essex.

You have official records of its 50 hours top speed performance as to its reliability. You have its record of 1061 miles in 24 hours on Iowa country roads.

And now you have this most coveted of all performances—the transcontinental record—made by four different cars. Can you hesitate in deciding for Essex?

### First Essex

San Francisco to New York—  
4 days, 14 hours, 43 min.

Lowers Record 12 hrs., 48 min.

### Second Essex

New York to San Francisco—  
4 days, 19 hours, 17 min.

Lowers Record 22 hrs., 13 min.

### Third Essex

San Francisco to New York—  
4 days, 21 hours, 56 min.

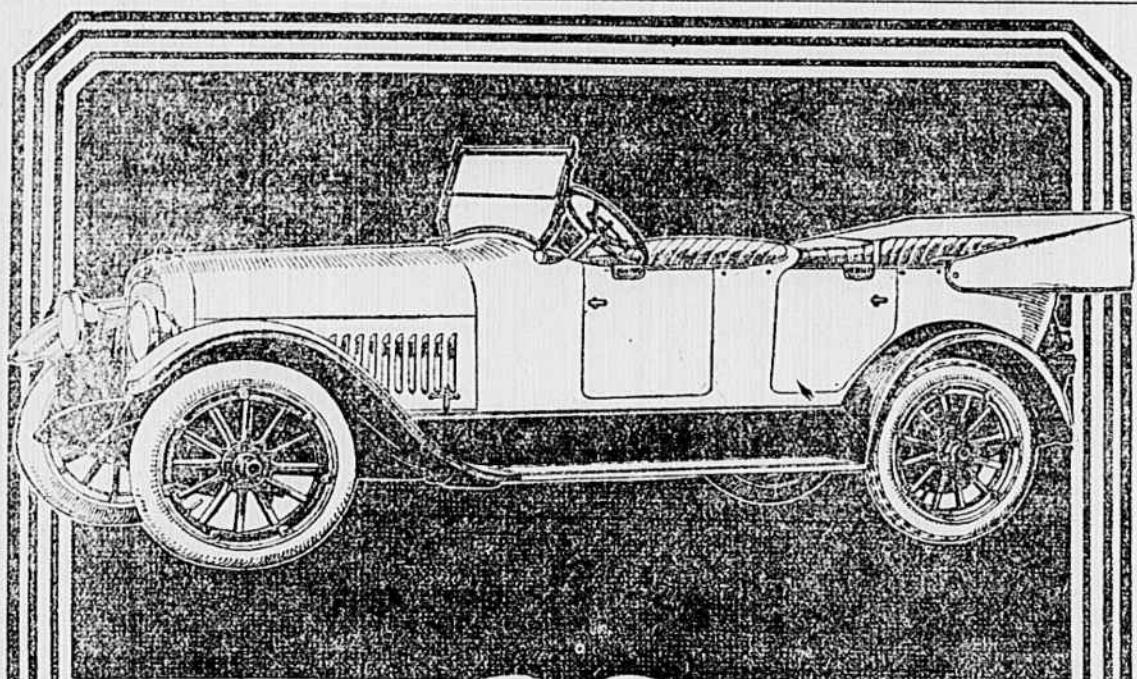
Delayed by storms and Sunday road congestion entering New York. Yet did better by 5 hours, 35 minutes than former record holder.

### Fourth Essex

New York to San Francisco—  
5 days, 6 hours, 13 min.

This car took a longer route and also ran into storms. Yet it broke the former record by 11 hours, 19 minutes.

The average time for each of the four Essex cars over 3347 miles Ocean to Ocean route was 4 days, 21 hours, 32 minutes. Best previous time 5 days, 12 hours, 31 minutes.



## Studebaker

SPECIAL-SIX

**HERE'S** what gives the SPECIAL-SIX its riding luxury—the comfortable position of the seats; soft, deep cushions; ample leg room; extra long semi-elliptic springs, underslung in the rear. And these are all essential to motoring satisfaction.

50-H. P. detachable-head motor; intermediate transmission; 119-in. wheelbase, giving maximum comfort for five passengers.

All Studebaker Cars are equipped with Cord Tires—another Studebaker precedent.

"This is a Studebaker Year"

COBURN MOTOR SALES CORPN.  
OF RICHMOND

J. T. DARDEN, Manager and Vice-President.  
1217-23 West Broad Street.

## A. EDLOE DONNAN

614 East Main Street

WATCH the ESSEX

